

Message Text

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SUBJECT: PULP AND PAPER '75 FINAL REPORT

USDOC FOR BEWT/TPD - THOMSPON, DIBA/ZENN, BIC/WALMSLEY
VIENNA FOR EWTC/MARTIN
WARSAW FOR USTDIO/HERTZBERG
USIA FOR IBS, PS

1. FINAL REPORT FOR PULP AND PAPER '75-JEEP AS OF COB JUNE 27,
1975. FORMAT FOLLOWS:
 1. PULP AND PAPER 75 JEEP
 2. U.S. COMMERCIAL OFFICE, MOSCOW, USSR JUNE 24-26, 1975
 3. AGENTS APPOINTED -0-, UNDER NEGOTIATIONS -0-
 4. FLOOR SALES: -0-
12 MONTH PROJECTION 3,550,000 U.S. DOLLARS

5. NUMBER OF REGISTERED VISITORS: -0-
FOLLOWING IS BREAKDOWN OF ATTENDANCE DURING LECTURES:

24 JUNE A.M. (BELOIT-WALMSLEY)	92
24 JUNE P.M. (DEZURIK-WELT-PAPER CONVERTING MACHINE CO.)	67
25 JUNE A. M. (FOXBORO)	56
25 JUNE P.M. (LAMB-GRAYS HARBOR)	43
26 JUNE A.M. (BOLTON-EMERSON)	59
26 JUNE P.M. (CHAS. T. MAIN)	68

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TOTAL 395

ABOVE FIGURES REPRESENT SEMINAR VISITORS ONLY. SOVIET BUYING OFFICIALS HELD MEETINGS AT USCOMOFF WITH SEVERAL EXHIBITORS DURING LECTURE PERIOD. NO ATTEMPT WAS MADE TO KEEP DOOR COUNT. APPROXIMATELY 75 SOVIET GUESTS ATTENDED RECEPTION AT USCOMOFF ON JUNE 23 IN HONOR OF PARTICIPATING COMPANIES.

6. NOTEWORTHY RESULTS: PAPER CONVERTING MACHINE COMPANY PROJECTED 2.0 MILLION DOLLAR SALES FOR NEXT 12-MONTH PERIOD (NOT CLEARED FOR PUBLICATION). C.J. KOSTRZEWA, SALES DIRECTOR FOR BELOIT-WALMSLEY GROUP, STATED QUOTE BELOIT PRIOR TO SALE. NO SALES MADE DURING EXHIBIT, BUT WE ARE EXREMELY PLEASED AT LEVEL OF CONTACTS ESTABLISHED AND AT VALUABLE SERVICES IN THESE AREAS RENDERED BY USCOMOFF STAFF. UNQUOTE. (CLEARED FOR PUBLICATON). P.R. ASKMAN, GROUP VICE PRESEIDENT FOR CHAS. T. MAIN INTERNATIONAL INC. STATED QUOTE WE WERE PLEASED WITH THE SOVIET RESPONSE TO OUR APPROACH TO DESIGN ENGINEERING OF A MAJOR PULP AND PAPER EXPANSION PROGRAM. THE U.S. COMMERCIAL OFFICE IS TO BE COMPLEMENTED FOR THE MANNER IN WHICH THEY HANDLED THIS SEMINAR. UNQUOTE (CLEARED FOR PUBLICATION).

OBSERVATIONS: ATTENDANCE FOR PULP AND PAPER '75 WAS MUCH BETTER, BOTH IN QUANTITY AND QUALITY, THAN EXPECTED. PULP AND PAPER MINISTRY SELECTED WELL QUALIFIED, DIVERSE GROUP TO ATTEND LECTURES. KEY OFFICIALS AND TECHNICIANS WERE IN ATTENDANCE FROM MINISTRY, INSTITUTES AND ORGANIZATIONS IN PULP AND PAPER SECTOR. USCOMOFF IN PRE-SHOW PROMOTION CAMPAIGN WHICH INCLUDED PERSONAL CALLS AND LIMITED DIRECT MAIL, DISTRIBUTED 500 TICKETS. STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY WAS CO-SPONSOR FOR EVENT AND SUPPORTED PRE-SHOW CAMPAIGN.

8. TOTAL NUMBER OF EXHIBITORS: 8 PA'S FOR 8 COMPANIES
A. NEW-TO-EXPORT - -0-
B. NEW-TO-MARKET - -8-
C. OLD-TO-MARKET - -0-
D. FULLY ACHIEVING MARKET OBJECTIVE: 4
E. PARTIALLY ACHIEVING MARKET OBJECTIVE: 4
F. FAILING TO ACHIEVE MARKET OBJECTIVE: -0-
G. NUMBER OF EXHIBITORS WITH REPRESENTATIVE ATTENDING
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FROM U.S.: 12 AMERICANS FROM 5 COMPANIES.

9. EXHIBITORS EXTREMELY PLEASED WITH ALL FACETS OF THIS SEMINAR/EXBITION. TWO PARTICIPANTS WOULD HAVE PREFERRED MORE DISPLAY ROOM (THEY USED REAR SCREEN PROJECTION IN BOOTH) BUT EIGHT PARTICIPANTS IS A TIGHT FIT IN SPACE AVAILABLE FOR EXHIBITS. BEWT/TPD IS TO BE COMMENDED FOR HAVING ALL SEMINAR PAPERS IN MOSCOW WELL IN ADVANCE OF CUT OFF DATE. WHILE

THERE WERE A FEW LAST MINUTE CHANGES, HAVING COMPLETE PAPERS IN HAND MADE FOR SMOOTH PRESENTATIONS.

10. COMMENTS: NO PROBLEM RE FREIGHT OR PRINTING. SOME EXHIBITORS STILL DID NOT GET THE WORD ABOUT NEED FOR MONDAY A.M. ARRIVAL OR TIME FOR V.I.P. RECEPTION. ALL EXHIBITORS SHOULD BE ADVISED THAT THEY ARE NEEDED IN MOSCOW FOR FULL WEEK. MAJOR PROBLEM RE PULP AND PAPER '75 WAS FAILURE OF STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY TO PROPERLY SPONSOR VISAS. WHILE ONLY ONE EXHIBITOR FROM U.S.A. HAD PROBLEMS, ALL NINE FROM U.K. EXPERIENCED EXTREME DIFFICULTY. SEVEN OF NINE DID NOT HAVE VISAS UNTIL LATE 6/20. TWO EXHIBITORS DID NOT RECEIVE VISAS UNTIL 6/23, ARRIVED LATE 6/24 AND WERE THUS NOT PRESENT TO DELIVER PAPER WHICH HAD BEEN SCHEDULED EARLIER IN DAY. PAPER WAS READ BY SIMULTANEOUS TRANSLATOR AND QUESTIONS ANSWERED TO BEST OF OUR ABILITY. SINCE COMMERCIAL OR OFFICIAL VISA REQUIRING SOVIET SPONSORSHIP NOT MANDATORY, WE SUGGEST ALL EXHIBITORS APPLY FOR TOURIST-TYPE VISA. THIS SHOULD ELIMINATE PROBLEM.

11. IN SUM, PULP AND PAPER '75 WAS A VERY SUCCESSFUL EVENT. EXHIBITORS WERE PLEASED WITH THE EXPOSURE GAINED AND SHOULD BE ABLE TO CAPITALIZE ON CONTACTS MADE FOR SUBSTANTIAL FUTURE BUSINESS. SEVERAL PLAN TO HOLD B.S.P. IN COMMERCIAL OFFICE DURING COMING YEAR.

12. FOR FIRST TIME WE ARE AWARE, EVENT HELD IN COMMERCIAL OFFICE WAS REPORTED IN SOVIET PRESS. SOTSIALISTICHESKAYA INDUSTRIYA OF JUNE 25 CARRIED BRIEF NOTICE ON SEMINAR/EXHIBIT, NOTING THAT IT WAS BEING CONDUCTED WITH THE SPONSORSHIP OF THE STATE COMMITTEE AND THE COMMERCIAL OFFICE. WHILE PREVIOUS EVENTS HAVE BEEN REPORTED IN LIMITED-CIRCULATION PUBLICATIONS

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SUCH AS ECOTASS DAILY BULLETIN, THIS IS FIRST COVERAGE IN LARGE CIRCULATIONS DAILY PAPER.

13. ANOTHER FIRST WAS ACTIVE PARTICIPATION BY SENIOR SOVIET OFFICIAL DEPUTY MINISTER OF PULP AND PAPER INDUSTRY KRAPIVIN ATTENDED JUNE 23 RECEPTION AND RETURNED TO COMMERCIAL OFFICE FOR OPENING SESSION JUNE 24, AT WHICH HE MADE INTRODUCTORY REMARKS. THIS LEVEL OF SUPPORT FROM MINISTRY WAS AN IMPORTANT FACTOR IN ENSURING EXCELLENT ATTENDANCE THROUGHOUT SEMINAR. STOESEL

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